

# ORDER



**Orders**  
**Order / Rev:** 57115  
**Alt Order #:** 09819717  
**Product Desc:** JOHN THRASHER  
**Estimate:** 449  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** CIA - O

**Fox 30 JAX**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** John Thrasher (R) FL Senate D-8  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$120.00	\$102.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$120.00	\$102.00	0.00
<b>Totals</b>	<b>1</b>	<b>\$120.00</b>	<b>\$102.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Fox 30 JAX	1%	\$120.00
Market	100%	\$12,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	26%	\$3,120.00
WJXX	3%	\$360.00
WTEV	32%	\$3,840.00
WTLV	38%	\$4,560.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAWS	10/28/12	10/28/12	Su 11a-12p	CM	11:00 AM-12:00 PM	-----S	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
FOX News Sunday															
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$120.00		0.00			
Totals														1	\$120.00